

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-06 RSC-01 ARA-10 EA-10 NEA-10

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R 061322Z NOV 74

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 5411

UNCLAS SECTION 01 OF 03 LONDON 14455

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: GLOBAL MARKET RESEARCH: LABORATORY INSTRUMENTS

REF: (A) STATE A-6864; (B) STATE 209385; (C) LONDON
13334; (D) STATE 227711; (E) LONDON 14052; LOUGHLIN/
PRINDEVILLE TELECON, 10/16/74.

1. AS MENTIONED REF TELECON, REF (A) DID NOT REACH
POST UNTIL 9/26/ WITH RESULTANT DELAY TO CONTRACTING
SCHEDULE.

2. FOLLOWING SUMMARIZES FIVE BIDS RECEIVED (RATHER
THAN FOUR AS STATED REF E) WITH ALL QUOTES IN POUNDS
STERLING:

A. INBUCON/AIC MANAGEMENT CONSULTANTS:

(1) (STANDARD SPECS)

FRANCE, WEST GERMANY AND ITALY, 12,500 EACH PLUS 2,750
EXPENSES EACH; UK, 12,000 PLUS 500 EXPENSES. (TRAVELING
AND SUBSISTENCE EXPENSES ARE CHARGEABLE EXTRA AT COST,
AND THOSE OUTSIDE UK SUBJECT TO CHANGES IN CURRENCY
VALUES, AIR FARES AND FUEL SURCHARGES. AT SAME TIME,
EXPENSE FIGURES ARE MAXIMUM ESTIMATES AND MIGHT
PROVE TO BE LOWER.)

(2) (MODIFIED SPECS)

BELGIUM/LUXEMBOURG AND NETHERLANDS, 9,000 EACH PLUS
1,400 EXPENSES; SPAIN, 9,000 PLUS 1,720 EXPENSES;
SWEDEN, 9,000 PLUS 1,850 EXPENSES; IRAN, 9,000 PLUS

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2,470 EXPENSES; ISRAEL, 9,000 PLUS 2,390 EXPENSES.

(SAME REMARKS RE EXPENSES APPLY.) INVOICES SUBMITTED MONTHLY ACCORDING TO WORK PERFORMED.

(3) WITH MORE TIME, FIRM ALSO WOULD HAVE BID ON AUSTRALIA, CZECH, HONG KONG, JAPAN, MEXICO, TAIWAN AND VENEZUELA STUDIES. AS IT WAS, INBUCON CAME IN AT LAST MOMENT AND MADE HEROIC EFFORT TO BEAT BID DEADLINE.

(4) FOR STANDARD-SPEC COUNTRIES, INBUCON WOULD CONDUCT APPROXIMATELY 155 PERSONAL INTERVIEWS IN END-USER SECTORS AS FOLLOWS: OIL AND GAS EXTRACTION, 4; FOOD AND ALLIED PRODUCTS, 16; CHEMICALS AND ALLIED PRODUCTS, 16; PETROLEUM REFINING AND MANUFACTURING, 4; RUBBER AND MISCELLANEOUS PLASTICS, 10; STONE, CLAY AND GLASS, 7; PRIMARY METAL INDUSTRIES, 9; PREFABRICATED METAL, 4; TRANSPORTATION EQUIPMENT, 8; MEASURING, ANALYSING AND CONTROLLING INSTRUMENTS/PHOTOGRAPHIC, MEDICAL AND OPTICAL GOODS, 12; BUSINESS, HEALTH, AND EDUCATIONAL SERVICES, 5, 12 AND 10 RESPECTIVELY; EXECUTIVE/ LEGISLATIVE GOVERNMENT, 1; ADMINISTRATION OF HUMAN RESOURCE, ENVIRONMENTAL QUALITY AND ECONOMIC PROGRAMS, 1, 1 AND 8 RESPECTIVELY; OTHER INFORMED PESONS (TRADE, ASSOCIATIONS, EDITORS, SCIENTISTS) 27.

(5) FOR MODIFIED-SPEC COUNTRIES, FIRM WOULD CONDUCT 70 INTERVIEWS, WITH ROUGHLY SAME SPREAD.

(6) PRIOR STUDIES INCLUDE A.B. ELECTROLUX, SWEDEN, ELECTRICAL MEDICAL EQUIPMENT; AND SOURIAU ET CIE., FRANCE, AUTOMOTIVE TEST EQUIPMENTS IN UK, FOSTER INSTRUMENTS (SCIENTIFIC INSTRUMENTS); ESCHMANN BROS. & WALSH, ELECTRO-MEDICAL APPARATUS; J.G. FRANKLIN, MEDICAL INSTRUMENTS; SHIRLEY INSTITUTE, SCIENTIFIC RESEARCH; SMITH'S INSTRUMENTS, MEASURING AND CONTROL; AIRFLOW DEVELOPMENTS, ELECTRICAL MEASURING; AND SIMON-HARTLEY, WATER POLLUTION CONTROL EQUIPMENT.

B. E.P. DANGER/TECHNICAL MARKET RESEARCH:

(1) UNITED KINGDOM ONLY, 3,250 POUNDS.

(2) MINIMUM 67 PERSONAL INTERVIEWS TO INCLUDE MANUFACTURERS (15), IMPORTERS (10), SALES REPS/AGENTS (5), END-USERS (20), SCIENTISTS/LAB TECHNICIANS (5), GOVERNMENT (5), AND TRADE ASSOCIATIONS/PRESS (7).

(3) BESIDES ELECTRONIC COMPONENTS AND POLLUTION CONTROL STUDIES FOR USDOC, FIRM HAS PERFORMED RELATED SURVEYS UNCLASSIFIED

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FOR FOLLOWING UK FIRMS: ASSOCIATED AUTOMATION, BAILEY METERS AND CONTROLS, BAIRD & TATLOCK, BRITISH LIGHTING INDUSTRIES, ELLIOTT BROS., GEORGE KENT, MITSUI (LONDON), SHORT & MASON, AND VOSPER. EXPERIENCE INCLUDES WIDE RANGE OF LAB AND MEDICAL EQUIPMENT AND COMPONENTS THERE-TO.

C. BENNETT, NEWBERY & COWAN:

(1) UNITED KINGDOM ONLY, 1200 POUNDS.

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(2) EXPECTED 40/50 PERSONAL INTERVIEWS WOULD INCLUDE
END-USERS (10); PRODUCERS (8); SCIENTIST/TECHNICIAN,
SALES REPS, AND IMPORTERS (6 EACH); GOVERNMENT (3);
ASSOCIATIONS (2); AND PUBLICATIONS (3).

(3) BESIDES PROCESS CONTROL INSTRUMENTATION, TEST
MEASUREMENT AND ADVANCED GEOPHYSICAL STUDIES FOR
USDOC, EXPERIENCE INCLUDES MINICOMPUTERS (ELECTRICAL
RESEARCH ASSOCIATION), MICROBIOLOGICAL SCIENCES (PERTEC),
NOISE ABATEMENT EQUIPMENT AND INSTRUMENTS (LOCKHEED
AIRCRAFT), AND MOTORWAY TRAFFIC CONTROL EQUIPMENT
(WILLINGS INTERNATIONAL).

D. TOWERS, PERRIN, FORSTER & CROSBY (TPFC):

(1) UNITED KINGDOM AND ITALY (STANDARD SPECS), US
DOLLARS 12,815 AND 15,145 RESPECTIVELY (AT \$2.33).
BELGIUM/LUXEMBOURG (MODIFIED SPECS), 13,980. IF AWARD-
ED TWO OR MORE STUDIES, COST PER STUDY REDUCED BY \$1000.

(2) FOR UK AND ITALY, APPROXIMATELY 30 PERSONAL INTER-
VIEWS TO INCLUDE END-USERS (13), PRODUCERS (4), SALES
REPS (3), GOVERNMENT (4), TRADE ASSOCIATIONS, ETC. (6).
FOR BELGIUM/LUXEMBOURG, ABOUT 20 INTERVIEWS. DISTRI-
BUTION OF INTERVIEWS AMONG INDUSTRIAL LABS WOULD DEPEND
UPON END-USER SECTORAL IMPORTANCE.

(3) FIRM HAS NO EXPERIENCE IN SPECIFIC FIELD OF LAB
INSTRUMENTS, BUT HAS DONE ELECTRONIC CAPITAL-EQUIPMENT

STUDIES IN OIL AND GAS EXTRACTION, FOOD PRODUCTS,
CHEMICALS, PETROLEUM AND INSTRUMENT INDUSTRIES, WITH
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RESULTANT CONTACTS. SURVEY DIRECTOR FOR ITALIAN STUDY
IS FLUENT IN THAT LANGUAGE AND WOULD WORK WITH ITALIAN
INDEPENDENT RESEARCHER, DR. LEONARDO PESCE.

E. INTERPLAN:

(1) AS STATED PARA 2 REF (E) INTERPLAN WILLING UNDER-
TAKE ANY 4 STUDIES, WITH LIMIT OF 2 IN SPANISH-SPEAKING
COUNTRIES. PREFERENCES ARE FOR UK, SPAIN, SWEDEN,
CZECHOSLOVAKIA (WHERE RICHARD OSBORN DID PGA STUDY),
MEXICO, VENEZUELA AND IRAN.

(2) FOLLOWING SUMMARIZES INTERVIEWS AND FEES PROPOSEO:

MARKET	USERS	MFRS.	OTHER	TOTAL	POUNDS	DOLLARS
UNITED KINGDOM	25	7	3	35	2900	7000
BENELUX	15	2	3	20	2800	6700
FRANCE	25	5	5	35	3800	9200
W. GERMANY	27	5	8	40	4200	10100

(CONTINUED)

MARKET	USERS	MFRS.	OTHER	TOTAL	POUNDS	DOLLARS
ITALY	20	5	5	30	3900	9400
NETHERLANDS	20	2	3	25	2900	7000
SPAIN	15	2	3	20	3000	7200
SWEDEN	20	3	2	25	3100	7400
SWITZERLAND	20	3	2	25	3000	7200
CZECHOSLOVAKIA	8	2	15	25	3200	7700
BRAZIL	20	3	2	25	3900	9400
MEXICO	15	2	3	20	3200	7700
VENEZUELA	15	1	4	20	3300	7900
IRAN	15	2	3	20	3400	8200
ISRAEL	18	4	3	25	3600	8600
AUSTRALIA	22	6	2	30	3800	9100
HONG KONG	15	1	4	20	3900	9400
JAPAN	25	7	3	35	5200	12500
TAIWAN	15	1	4	20	4600	11000

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(3) RELEVANT RESEARCH EXPERIENCE IS VERY EXTENSIVE,
WITH CLIENTS INCLUDING MILES LABS, BAILEY METERS,
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BARKSDALE, BAUSCH & LOMB, GE, GRINNELL, HERCULES
POWDER, HEWLETT-PACKARD, ITT, MASONEILAN, 3M, MOHASCO,
TAYLOR INSTRUMENT, TEXAS INSTRUMENTS, AND WESTINGHOUSE,
JUST TO MENTION US FIRMS. OSBORN WOULD HEAD SURVEY.

3. DISCUSSION:

A. INBUCON. OLD (1926), WELL-STAFFED FIRM (LARGEST IN
US-BASED LEASCO GROUP'S CONSULTANCY DIVISION) WITH
MULTINATIONAL EXPERIENCE, INCLUDING ECONOMIC STUDIES
IN IRAN. BIDS SIMPLY TOO HIGH (ALTHOUGH SOME OF
NON-UK QUOTES MAY BE WITHIN CONSIDERATION).

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LATE ARRIVAL ON BIDDING SCENE UNFORTUNATELY FORBADE
CLOSE CONSULTATION WITH PMRO WHO WAS TOTALLY INVOLVED
IN LTC OPENING IN LAST DAYS OF BIDDINGPERIOD. POST
INTENDS DISCUSSIONS WITH INBUCON MANAGEMENT FOR FUTURE
HOWEVER.

B. E.P. DANGER/TECHNICAL MARKET RESEARCH. CAPABLE
FIRM WITH EXPERIENCE IN USDOC PROCEDURES. MANAGING
DIRECTOR DANGER APPEARS TO HAVE EXTRACTED USEFUL CADRE
FROM FORMER ASSOCIATE FIRM WHICH FAILED TO PERFORM.
REPORTED TECHNICAL BACKGROUND IN SUBJECT THEME IS
EXTENSIVE AND PERTINENT. MIDDLE BIDDER.

C. BENNETT, NEWBERY & COWAN. LOW BIDDER, EXPERIENCED

IN USDOC PROCEDURES. SURVEY SUPERVISION BY AMCIT
MANAGING DIRECTOR. THREE-MONTH DELIVERY TIME.
D. TPFC. EXPERIENCED, MEDIUM-SIZED FIRM WITH PROVEN
TRACK RECORD. PROFESSIONALLY-ADEPT PROPOSAL UNCOVERS
SERIOUS STATISTICAL PROBLEM IN UK OVERSEAS TRADE ACCOUNT
CLASSIFICATION WHICH CONTRACTOR WILL HAVE TO CONFRONT.
SECOND HIGHEST BIDDER UNFORTUNATELY.
E. INTERPLAN. INNOVATIVE AND EXPERTLY DETAILED PRO-
POSAL, WITH CLOSE ATTENTION TO USDOC GUIDELINES AND
OBJECTIVES. ALLOCATED STAFF, PROFESSIONALLY AND
LINGUISTICALLY QUALIFIED, ARE SUPPORTED BY NUMEROUS
INTERNATIONAL ASSOCIATIONS, INCLUDING ASSOCIATE FIRMS
IN ALL STANDARD-SPEC COUNTRIES LISTED, AND FIVE OF
LISTED MODIFIED-SPEC MARKETS. SECOND LOWEST BIDDER FOR
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UK STUDY.

4. RECOMMENDATIONS: POST BELIEVES BID FIGURE, SIZE
AND MAKE-UP OF INTERVIEW PROGRAM, AND PAST EXPERIENCE
WITH BIDDER GIVE BENNETT, NEWBERRY & COWAN SIGNIFICANT
EDGE IN THIS COMPETITION. AMCIT DIRECTOR COWAN IS
ENTHUSIASTIC AND KNOWLEDGEABLE SUPPORTER OF US TRADE
PROMOTION WITH NEARLY 20 YEARS' EXPERIENCE IN UK MARKET
AND WOULD GIVE HIGH PRIORITY TO THIS PROJECT. FIRM
APPEARS ADEQUATELY STAFFED TO CONDUCT EXTENSIVE INTER-
VIEWS NECESSARY TO MAKE UP FOR STATISTICAL PROBLEMS
INHERENT IN HMG CLASSIFICATION SYSTEM. ACCORDING
RECOMMEND AWARD TO B N & C. SECOND CHOICE INTERPLAN.

5. EMBASSY LONDON OF COURSE NOT COMPETENT TO COMMENT
ON BIDS FOR NON-UK STUDIES BUT BELIEVES USDOC WILL BE
ESPECIALLY INTERESTED TO NOTE NETHERLANDS (INBUCON),
ITALY (TPFC), AND BRAZIL AND CZECHOSLAVAKIA (INTERPLAN)
PROPOSALS.
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Message Attributes

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Draft Date: 06 NOV 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
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From: LONDON
Handling Restrictions: n/a
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ISecure: 1
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